

## Simplot's Innate GMO bruise-resistant potatoes approved for sale in Japan

Simplot Plant Sciences has obtained approval for its Innate brand of genetically modified potatoes in a few key foreign markets, including Japan, and has several other applications for foreign-market access pending.

Company spokesman Doug Cole said Simplot has no intention of exporting Innate into any foreign markets in the near term — though it may raise some Innate potatoes in Canada for distribution there.

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Cole said Simplot obtained approval to sell its first-generation Russet Burbank in Japan during August. First-generation Innate Burbanks, Atlantics and Ranger Russets — all bred to resist bruising, to avoid turning brown after cutting and to possess low levels of acrylamide, which is a potentially harmful chemical created during frying of some starchy foods — were approved last spring in Australia and New Zealand.

The company has also applied for first-generation approval in China, South Korea, Taiwan, Malaysia, Singapore and Mexico, and plans to apply in the Philippines soon. He said Simplot has already received approval for second generation Innate varieties in both Canada and the U.S.

Domestically, Cole said Simplot recently sold out its inventory of Innate fresh potatoes, marketed under the White Russet label, for a third consecutive year.

**The GLP aggregated and excerpted this article to reflect the diversity of news, opinion and analysis. Read full, original post: [Innate spuds gaining foreign-market approval](#)**